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Event Parameters		Key Results	The state of the s
Event Name:	Grambling Football Game	Business Sales (Direct):	\$1,059,684
Organization:	Grambling State University - Athletics	Business Sales (Total):	\$1,495,935
Event Type:	College	Jobs Supported (Direct):	947
Start Date:	8/30/2025	Jobs Supported (Total):	1,044
End Date:	8/30/2025	Local Taxes (Total):	\$74,113
Overnight Attendees:	4040	Net Direct Tax ROI:	\$68,008
Day Attendees:	6060	Estimated Room Demand:	2,826
Direct I	Direct Business Sales		

\$235 \$9,961				
		\$9,726	\$0	Business Services
\$0		\$0	\$0	Space Rental
\$0 \$195,697		\$0	\$195,697	Recreation
\$0 \$181,802		\$0	\$181,802	Retail
\$0 \$250,290		\$24,226	\$226,064	Food & Beverage
\$208 \$82,822		\$104	\$82,510	Transportation
\$0 \$339,113		\$0	\$339,113	Lodging
nsors Total	Media/Sponsors	Organizer	Attendees	Industry
\$200,000 \$300,000 \$150,000 \$350,000	\$100,000	\$0 \$50,000	Attendess Organizer Media	\$0 An
	Business Services	Busir		\$200,000
Food/Bev				\$400,000-
Lodging				
Recreation				\$600,000
Retail				\$800,000-
	Space Rental	- Space		\$1,000,000-
	Trans.			\$1,200,000
Sales by Sector	Sale		Sales by Source	Sale

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